



INTERNSHIP REPORT

ON

“International Business Activities at Biopharma Limited”

SUBMITTED TO
FEIHAN AHSAN
LECTURER
BRAC BUSINESS SCHOOL
BRAC UNIVERSITY



SUBMITTED BY
FARZANA MAMUN ASHA
ID- 08204052
BRAC BUSINESS SCHOOL
BRAC UNIVERSITY

Date of Submission- 07/09/2015



INTERNSHIP REPORT

ON

**“International Business Activities at
Biopharma Limited”**

Letter of Transmittal

Date: 07/09/2015

Feihan Ahsan,

Lecturer,

BRAC Business School

BRAC University

Sub: Report submission on “International business activities at Biopharma Limited”

Dear Sir,

With due respect, I am submitting my internship report on the above mentioned title for the Degree of Bachelor of Business Administration.

Partial fulfillment of the requirements I have tried hard in preparing this report and tried to make the report clear and comprehensive within the constraints. I sincerely believe that it will serve required purposes. I shall always be obliged to furnish any clarification regarding this report; if required.

I would like to request you to accept my report and oblige thereby.

With regards,

Farzana Mamun Asha

ID: 08204052

Major: Human Resource Management

BRAC Business School

BRAC University

Acknowledgment

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I would like to thank my supervisor **Mr. Feihan Ahsan** for the valuable advice and support he has given me in the writing of this report. I would like to thank my teachers for their encouragement and guidance. I am also grateful to **Mr. Mamtaz Uddin** Assistant Manager of Biopharma Ltd., my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance. My deepest thank goes to my co-workers who helped that much and make me successful for presenting this report.

EXECUTIVE SUMMARY

This report is prepared on the basis of my three-month practical experience at Bio-Pharma Ltd. This internship program helped me to learn about the practical scenario of a Pharmaceutical Company. In Bangladesh, pharmaceutical sector is one of the most developed hi tech sector which is contributing in the country. This industry contributes the national earnings through exporting world class medicines all over the world. While dealing with foreign party, the activities of international business start. The pharmaceutical industry is considered to be one of the most potential and thriving industries in Bangladesh. This is one particular sector where against all odds; Bangladesh has achieved nearly self- sufficiency. Biopharma is the leading pharmaceutical company in Bangladesh in spite of the dominant presence of number of renowned Multinational companies. With almost 1700 employees, the company is maintaining the highest domestic market share and at the same time the highest share in pharmaceutical export of the country. As a student of Business, I feel the importance to reveal its international business activities and enrich my knowledge in order to relating the pharmaceutical industry and its operations with my academic studies.

While working at Biopharma Ltd., I have been assigned to do different types of tasks which are equally important for other type of organization. I have done the following tasks:

Business development is a very important tool with which a company expands its business to other markets and creates a potential market for its own. Therefore, a company should be very careful about this matter. In order to develop a business, a company needs to know some basic information about the environmental forces, i.e. demographic, political, economical, socio-cultural, legal, and technical and so on. Due to working in Biopharma, I learnt those etiquettes more clearly and concisely. Communication manner is also an important practice for all business personnel. I learned written communication through which a pharmaceutical company creates business relationships and involves with corporate activities. In order to operate business in abroad, first thing comes is a buyer or an importer who will sell the products in its country. For doing this there should be an agreement by which the parties would agree to do business together with trust. This agreement mentions all the rights and obligations, terms and conditions regarding partnership for both the parties. In Biopharma, I studied some negotiation incidents as well. From the study I learned that both companies always try to win the game through negotiation. Sometimes, negotiation reaches to a dead

end and after that people come again and try to find out the best possible situation which would be profitable for both. Though shipping procedure is a vast thing and it is not possible to understand the whole thing in this short time. However, I managed to observe these situations and did some tasks which reduced my fear about the complicated processes and enriched my ability and experience. For a shipment one needs to know some basic things without which it would be nearly impossible to operate a shipment. Those things are:

- a. **Type of Payment:**
- b. **Incoterms:**
- c. **Bill of Lading and Airway Bill:**
- d. **Paper Submissions:**
- e. **Certificate of Origin (COO):**

In order to get bank clearance, I have learnt what papers do it needed to submit and the number of copies. Same was with the customs clearance. It might seem very easy but to me, at first, it was seemed very complicated when I was studying them.

Documentation is very important tasks to be done. It is simple but very complex series of job. I did for sorting papers for buyers and office. I did sorting papers for pre-shipment as well. For this I have learnt about *Form 10 A*, *EXP*, *Insurance*, *Packing list*, *Commercial Invoice* and others.

At the international business department of Biopharma Ltd., very few things were left that I didn't do. I have done almost every possible staffs which are equally important in every organization including pharmaceutical companies in dealing with foreign delegates. The international business department of Biopharma does many tasks. This report has been prepared by on the basis of experience gathered during the period of internship and my own learning and understandings. The entire process has been made by collecting primary data which played a vital role to write down the report and secondary data was needed for supportive structured build-up to the report.

TABLE OF CONTENT

CONTEXT		PAGE No
Title Name		
Letter of Transmittal		
Acknowledgement		
Executive Summary		
Table of content		
CHAPTER 1	INTRODUCTION	1 - 4
1.Introduction		2
1.1History		2
1.3 Objective		2,3
1.4 Data Analysis		3
1.5 Finding of Data		3
1.6 Selecting The Report		3
1.7 Limitation of the Study		4
CHAPTER 2	COMPANY OVER VIEW	6 - 11
2. Background of the Company		6
2.1 Mission, Vision		6,7
2.2 Biopharma At a Glance		7
2.3 Product & Services		8,9
2.4 Future Prospect of Biopharma		9.10
2.5 Organogram		11
CHAPTER-3	International Business Activities of Biopharma	12-19
3. Activities Under Taken		13
3.1 Work Related		13
3.2 Business Development		13
3.3 Business Etiquettes & Communications		13
3.4 Agreement & Authorization		14
3.5 Negotiation		14
3.6 Shipping Procedure		14-16
3.7 Banking & Custom Procedure		16
3.8 Documentation		16
3.9 Organization Wide		17-19

Chapter- 4	Findings & Analysis	20-27
4.1 Observation of Biopharma		20
4.2 Swot analysis		21,22
4.3 Problem Regarding working place		23
4.4 Academic Preparation		23
4.5 Relevance / Miss Match between Internship & academic Program		23
4.6 Lesson Learned		24
4.7 Implication to Personal Behavior		24
4.8 Valuable Lesson		24
4.9 Knowledge		24
4.10 Time Management		24
4.11 Skills		24
4.12 Corporate Behavior		24
4.13 Confidence		25
4.14 Communication Development		25
4.15 Implication to Organization		25
4.16 Implication to University Internship Program		25,26
4.17 From 10 A		26
4.18 Exp form		26
4.19 Pro Formal Invoice		26
4.20 Agreement Terms		27
4.21 Swift		27
Chapter- 5	Recommendation & Conclusion	28-30
5.1 Recommendation		29
5.2 Conclusion		30
Chapter- 6	Reference	31-33
6.1 Bibliography		32
6.2 Contact Person		32
6.3 Websites		32
6.4 Appendices		33

Chapter – 1

Introduction

1- Introduction:

Pharmaceutical industry is one of the most important manufacturing industries in Bangladesh. It has become one of the fastest growing sectors in Bangladesh. Presently the industry meets 97% of local demand and exports to more than 80 countries. The industry has been experiencing strong growth over the last few years. While the industry is achieving self-sufficiency, it yet procures 70% of raw materials from abroad. But developments are already taking place with a number of firms now manufacturing raw materials locally.

1.1- History of Pharmaceutical Industry:

The history of pharmaceutical industry dates back to 1950s. Over the years it has gone through few changes. After the post liberation war 1971 the industry was largely dominated by MNCs and the country was highly import oriented. In 1982, through the formulation of national drug policy and drug control ordination, a defined guideline for the development of the industry was created. By then 75% of the market was dominated by the MNCs, whereas the rest were shared by some 133 local firms. Since then, the, local firms have established a strong foothold and it has transformed to an active exporter from an import dependent of pharmaceutical industry. In 2010, top 5 MNCs have approximately 9.05% of the market share and 97% of the total local demand is met through local production.

1.2- Objectives:

Primary Objective:

My main objective is to understand the different etiquettes and activities regarding the international organizational operations in pharmaceutical companies in Bangladesh, significantly in Biopharma Ltd.

Secondary Objectives:

Along with the primary objective, the following things are also included with the report:

To know how a pharmaceutical company does business development for international business

To understand pharmaceutical company negotiation and contract signing

How different financial and freight procedure are operated

Ways of dealing buyer and objection handling

To know about documentation system for international business

1.3- Scope of the Report

The scope of the report is to bring to light the actions BPL needs to ponder over in respect of its training and development system to attain the desired standard of product quality to penetrate into the high regulated market of the developed countries.

Quality in this context means a product which is pure and which is consistent. Medicine needs to avoid any kind's contamination from other substance since this could have damaging effects upon the person taking medicine.

1.4- Data Analysis

a. Primary Data- It was derived from the practical task of the work such as communication with the staff and discuss with the manager of international business department.

b. Secondary Data- Internet, Office Record, Different Articles.

1.5- Finding of the Data

The collected data were analyzed and were pointed out and also shown as finding at the end.

1.6- Rationale for Selecting the Report:

In today's world, it is very important to think globally about a business. In this case, International Business Studies does its job very well. International Business is simply the global form of traditional business where operations depend on company's objectives and the means with which it carries out. Similarly, a pharmaceutical company does different international business-activities in order to create business development and trading its products and this report is made for it. To explore those operations I joined Biopharma Ltd. It is a private limited company and its head office is located at 7/16, Block-B, Lalmatia, Dhaka-1207 where I did my internship.

1.7- Limitation:

This report suffered from several limitations. These are:

The most important of them was the time constraint. Time was not adequate to complete the study more perfectly.

This report also suffered from the lack of inadequate secondary information

Some useful information cannot be expressed in this report due to the confidentiality of the company.

Sufficient records, publication, facts and figures are not available.

Another important limitation was inaccessibility in many sections in of the organization.

Chapter-2

Company Overview

2- Background of the Company:

Biopharma Limited is one of the leading manufacturers of pharmaceutical finished products of Bangladesh having WHO cGMP manufacturing facilities. It is committed to serving mankind with the products having strict standard of quality, safety and efficacy to ensure public healthcare through uncompromising scientific and professional approach complying with the regulatory requirements of WHO cGMP and Quality Management System. It is also an ISO 9001: 2008 Certified Company. By virtue of the highest quality of products, the company has already gained the trust and confidence in healthcare professionals and patients all the country.

Biopharma is always committed to assure the best quality pharmaceutical products and best services to the customers. It started its journey in 1999 with the pharmaceutical finished products by the involvement of a group of inspired physicians having innovative mission and global conception. It is a Private Limited Company registered under Registrar of Joint Stock Companies. Its technical experts (pharmacist, Chemists, Biochemists, Microbiologists Analysts and other professionals) skilled and trained staffs always try to leave no stone unturned in their professional works by following WHO cGMP guidelines and the guidelines & instructions of the Drug Administration & Licensing Authority of Bangladesh to ensure the production of quality medicine. Good Laboratory practices (GLP) have always been performing with a strict discipline to follow their professional ethics.

2.1- Mission & Vision of Biopharma Ltd:

Mission:

To serve mankind

To build customer's trust as a trusted company both in products and services.

To ensure healthy and sustainable growth of each concern.

To maintain the quality in all areas of operation by continuous development of human resources.

To build strength carefully in important areas that offers the resources for tomorrow's business opportunities.

Vision:

The vision of Biopharma is to play the leading role in pharmaceuticals sector of the country by providing safe, effective and finest quality products which will bring benefit to people improving quality of life.

2.2- BIOPHARMA AT A GLANCE

- **Founded:** Established in 1999, but sailed it 1999.
- **Tag line:** “*committed to serving mankind*”.
- **Sister concern companies:** 10.
- **Rules maintain:** WHO cGMP, processing match with US-FDA, UK-MHRA, TGA requirement.
- **Total product:** 246 [90 brands, and 6 presentations].
- **Functional department:** 12.
- **Business operation:** 20 depots at 22 regions.
- **Market Position:** rank no. 27.
- **Prescription (Rx) percentage:** 2.91%.
- **Exporting countries:** 11 countries
- **Employees:** 1571[Head office 180, Medical promotion officer 900, Sales manager 300, Factory worker 191].
- **Shareholders:** Around 4000.
- **Star products:** 30.
- **New product line extension:** Bio vision [eye care].
- **New launching product:** Sunny gain & Sunny slim
- **Re-positioning product:** Neurep [vitamin tablet].
- **Total estimated budget:** 1,156,595,348 [BDT].
- **Total estimated promo material budget:** 2,897,500 [June].
- **Total sales:** 42 corer [up to August]
- **Highest selling zone:** Chittagong [8,943,335 in June].
- **Highest selling product:** Import [Omeprazole] 10 crore, product of Antacid & Anti-ulcer ants.
- **Office software:** Developed by Big Bang computer Ltd.
- **Training program:** 40days training for freshers.
- **Tender business:** on 6th position

2.3- Products and Services

BIOPHARMA FOUNDATION

Slogan: “For corporate social responsibility”

‘*A Promise for Life*’ bearing this determination firmly in mind, Bio Group is continuously working for mankind generating employment opportunities, developing human resources skills and participating in rehabilitation program of disaster affected area. The group is also working for environmental safety, mass education, public health improvement and poverty reduction.

Bio Food & Beverage Industries Ltd.

Slogan: “Everyday’s taste & nutrition”

Inspired by the success of other business concern, in 2009 Bio Group launched *Fast Moving Consumer Goods (FMCG)* in different categories under its new business concern named Bio Food & Beverage Industries Ltd. After launching this company, is proud of creating a very good brand image and trust among the consumers.

Bio Natures Ltd.

Slogan: “National drug with modern firm”

Herbs are the best friends of mankind. Since centuries human being has been practicing usage of botanicals for the healthy living. Bio Natures Ltd has taken consistent strides in healthcare sector to serve mankind locally & globally to bring a smile on every face. It is said that *"Herbs are not a magic, but they Work like a magic"*. Based on the principles of Ayurveda, Bio Natures Ltd. originally *focuses on* unique formulations of Herbal / Ayurvedic/Unani origin in the following classes: Prostate Care, Uterine Disorders, Acne, Fairness, Hair Care, Indigestion, Inflammation, Liver Disorders, Obesity, Oligospermia, Osteoporosis, Antimicrobial, Antioxidant, Antistress, Antiarthritis, Calcium Supplement, Constipation, and Cough & Cold.

Bio Health Care Ltd.

Slogan: “For health, beauty & vitality”

In 2010 Bio Group has established its new business unit *Bio Health Care Ltd* with nutraceutical products such as Infant Formula, Slimming Diet and Weight Gain along with some other functional products designed for pregnant mother, growing up children, severely ill patients due to Chronic Renal Failure (CFR), Cardiovascular Diseases (CVD), Tuberculosis (TB), Cancer, AIDS etc.

2.4- Future Prospect of BIOPHARMA Ltd

BIOPHARMA is striving to improve its existing facility by carrying out regular inspection and updating of technology for its products and processes. BIOPHARMA is emerging with its world class manufacturing facility complying with the regulatory requirements of WHO cGMP, US-FDA, UK-MHRA, EMEA and Australia- TGA. A comprehensive plan has also been taken by Bio Group to set up an Active Pharmaceutical Ingredients (API) Plant. Bio Group looks at the future with increasing confidence. The time to come Bio Group intends not only to strengthen its strong local footing but also to expand its presence in the international markets.

BIOPHARMA Ltd. has already starts its second production plant in Narayangong in addition of a cost of Tk. 194 crore. After completion of the project BIOPHARMA Ltd. will contribute about 39% of the market gap of demand of pharmaceutical product and also contribute to the country API market.

Top Pharmaceutical Companies in Domestic

Presently top pharmaceutical companies in Bangladesh are also in the process of getting into bulk drug production with collaborative technology, technology transfers and joint venture basis. The large-scale players in the Bangladesh pharmaceutical industry currently include Square Pharma, Incepta, Beximco, Opsonin, Acme, ACI, Aristopharma, SK+F, Reneta, Drug International, Orionpharma, Biopharma and among others. The MNCs that have a major presence in the country's pharma sector are Aventis, Pfizer, Novartis, Glasko-Smith and Astra Zeneca.

Top Pharmaceutical Companies in Export

Pharmaceuticals company now getting huge drug production with use of high technology, Skillful employees and joint venture basis. After meeting local market most of the pharmaceuticals company now exports their product in abroad. The large-scale players in the Bangladesh at export pharmaceutical industry currently include Novarties (Bangladesh)Ltd, Beximco Pharmaceuticals ltd, Square Pharmaceuticals ltd, Incept Pharmaceuticals ltd, The Acme Laboratories Ltd, Eskayef(Bangladesh)Ltd , Renata Ltd, Jayson Pharmaceuticals ltd, Aristropharma ltd, Biopharma Limited, Opsonin Pharma ltd etc.

Exporting countries name

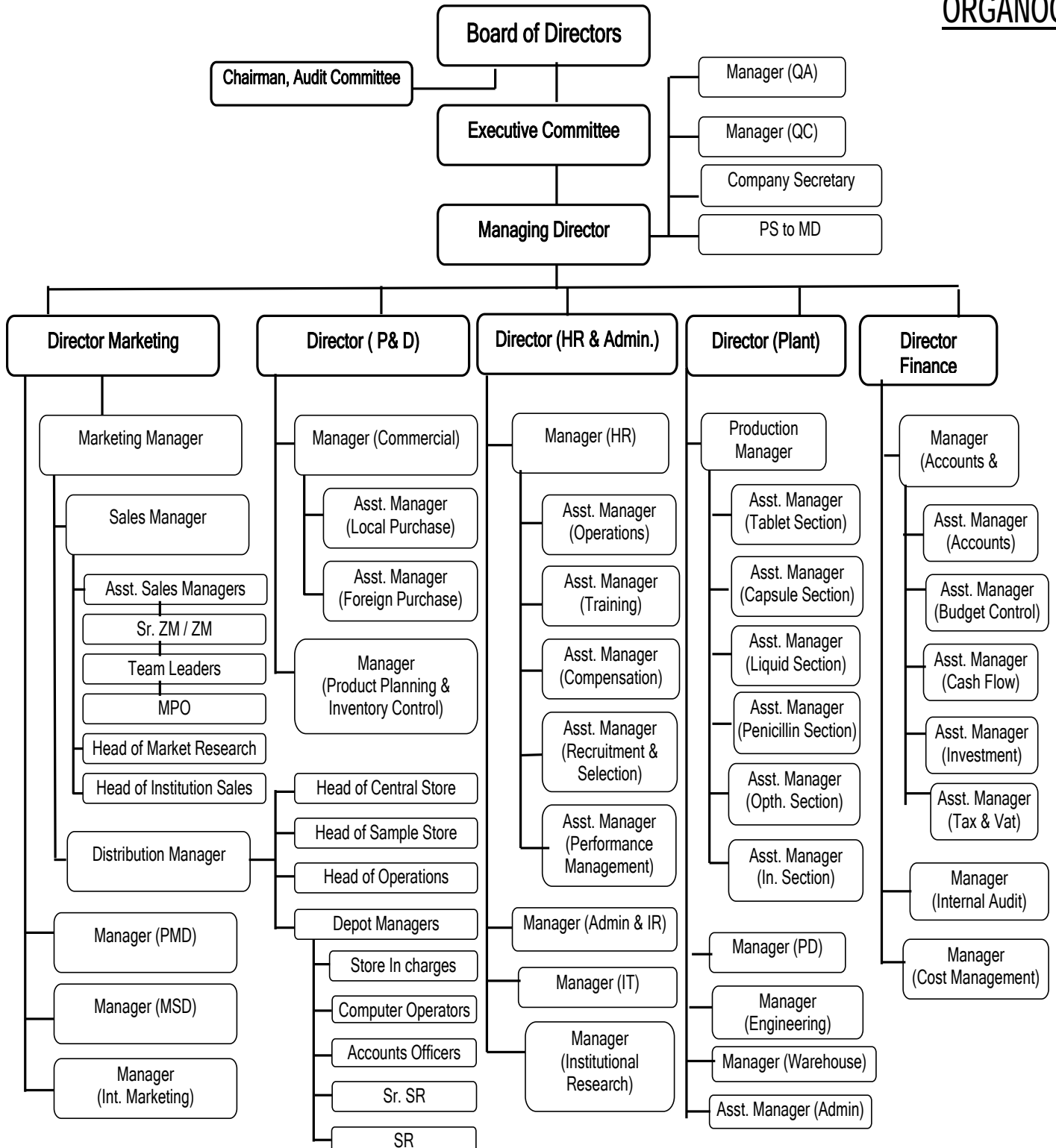
Most of the pharmaceuticals company now export their drugs to foreign country after fulfill the demand of local market. Biopharma is also export their drugs in foreign countries. And Biopharma has taken 10th position who exports pharmaceuticals products in different countries. Countries name are; Afghanistan, Bhutan, Sri Lanka, Myanmar, Vietnam, Philippines, Guam, Kenya, Nigeria, Mali & Liberia

2.5- ORGANOGRAM OF BIOPHARMA

BIOPHARMA LABORATORIES LTD.

7/16, Block # B, Lalmatia, Dhaka - 1207

ORGANOGRAM



Chapter-3

International Business

Activities of Biopharma

3- Activities Undertaken

This report has been prepared by on the basis of experience gathered during the period of internship and my own learning and understandings. The entire process has been made by collecting primary data which played a vital role to write down the report and secondary data was needed for supportive structured build-up to the report.

Primary Data:

Direct conversation with the employees

Daily activities conducted by me.

Secondary Data:

Web browsing

3.1- Work related:

During internship, I worked at the International Business Department in Biopharma Ltd. While working at Biopharma Ltd., I have been assigned to do different types of tasks which are equally important for other type of organization. I have done the following tasks:

3.2- Business Development:

Business development is a very important tool with which a company expands its business to other markets and creates a potential market for its own. Therefore, a company should be very careful about this matter. In order to develop a business, a company needs to know some basic information about the environmental forces, i.e. demographic, political, economical, socio-cultural, legal, and technical and so on.

3.3- Business Etiquettes and Communications:

It is very important to know proper business etiquettes and manners for the international business students. Due to working in Biopharma, I learnt those etiquettes more clearly and concisely. Communication manner is also an important practice for all business personnel. I learned written communication through which a pharmaceutical company creates business relationships and involves with corporate activities. The etiquettes of walking, talking, body posture, dining or presenting- all matters for any corporate person and I have learnt it there.

3.4- Agreement and Authorizations:

In order to operate business in abroad, first thing comes is a buyer or an importer who will sell the products in its country. For doing this there should be an agreement by which the parties would agree to do business together with trust. This agreement mentions all the rights and obligations, terms and conditions regarding partnership for both the parties. After that there comes the question of authority. To solve the problem, the buyer prepares a “Power of Attorney” where it is stated that the opposite party has been given rights to market the goods registered for trade.

3.5- Negotiation and Dealing with Clients:

Negotiation is a very common affair in any business activity. In Biopharma, I studied some negotiation incidents as well. From the study I learned that both companies always try to win the game through negotiation. Sometimes, negotiation reaches to a dead end and after that people come again and try to find out the best possible situation which would be profitable for both th. In order to develop a business, a company needs to know some basic information about the environmental forces, i.e. demographic, political, economical, socio-cultural, legal, and technical and so on.

In Biopharma, I studied some negotiation incidents as well. From the study I learned that both companies always try to win the game through negotiation. Sometimes, negotiation reaches to a dead end and after that people come again and try to find out the best possible situation which would be profitable for parties. In order to get better profit than the opposite party negotiation skill really matters. In this case, experience is really like an asset.

3.6- Shipping Procedure:

Though shipping procedure is a vast thing and it is not possible to understand the whole thing in this short time. However, I managed to observe these situations and did some tasks which reduced my fear about the complicated processes and enriched my ability and experience. For a shipment one needs to know some basic things without which it would be nearly impossible to operate a shipment. Those things are:

a. Type of Payment:

Payment type can be of three types; L/C, T/T and document against payment. L/C stands for Letter of Credit; a definite of issuing bank on behalf of the importer to the exporter's bank that a certain amount to be paid after complying documents. It is used for larger quantity order shipped by sea. T/T stands for Telegraphic Transfer. It is the most simple and easiest payment method to use. It is used for sample and small quantity shipments sent via air. On the other hand, documents against payments are used when exporter makes shipment and sends the shipping document to the importer's bank for collection. The major advantage of the cash against documents payment is the low cost compare to the L/C.

b. Incoterms:

Incoterms or International Commercial Terms are a series of international sales terms, published by the International Chamber of Commerce (ICC). There are 13 types of incoterms. It is very important to understand the types of payments and responsibilities between buyers and sellers and reflects the state-of-the-art transportation practices. These are - EXP (Export Works), FCA (Free Carrier), FAS (Free Alongside Ship), FOB (Fright on Board), CFR (Cost and Fright), CIF (Cost Insurance and Fright), CPT (Carriage Paid To), CIP (Carriage Insurance Paid to), DAP (Delivered at Place), DAT (Delivered at Terminal), DES (Delivered at Frontier), DEQ (Delivered Ex Quay), DDU (Delivered Duty Unpaid), DDP (Delivered Duty Paid).

Among all these incoterms, CIF (Cost Insurance and Fright), CRF (Cost and Fright) and FOB (Freight on Board) are used widely where EXW (Export Works) or DDP (Delivered Duty Paid) are not usually used.

c. Bill of Lading and Airway Bill:

Bill of lading (BL) is a document issued by sea carrier of goods on receipt of cargo from the shipper. On the other hand, airway bill or AWB is issued by air carrier of goods after completion of export customs formalities. The major difference between them is AWB is not a document of title.

A bill of lading informs the names of consignee, shipper and notify party, place of receipt, name of port of loading, place of deliver, port of discharge, voyage no., container no., EXP no., BL/AWB/Contract no., description of the goods, manufacture and expire date, quantity, measurement, either shipment cost is prepaid or postpaid and so on.

d. Paper Submissions:

Different departments need different documents, at the same time; number of copies also matters. It was quite a difficult and confusing thing if one does not understand; like how many copies of invoice or packing list do it need to submit to the bank, or to the buyer or to the customs or to the company itself for records. Same happened to me but when I started helping with those things I was able to understand those things quite well.

e. Certificate of Origin (COO):

Certificate of Origin identifies goods and contains an export certificate by a government authority, or other empowered body, that the goods in question originate in a specific country. Many overseas importers insist upon a COO when dealing with Bangladeshi exporters. In Biopharma I also helped with preparing the COO and that was very exciting for me. For collection of a COO, one has to apply for a COO form with the commercial invoice for which the COIO is needed and tk.100 as fee from the Dhaka Chamber of Commerce and Industries (DCCI).

A COO includes some information like the names of both the parties, the of destination, transport medium, invoice no., EXP no., BL/AWB/contract no., commodity code, description of the goods, its weight and quantity and the value of the goods.

3.7- Banking and Customs Procedure:

In order to get bank clearance, I have learnt what papers do it needed to submit and the number of copies. Same was with the customs clearance. It might seem very easy but to me, at first, it was seemed very complicated when I was studying them. Later when I exercise those things practically, I was able to understand the whole process.

3.8- Documentation:

Documentation is very important tasks to be done. It is simple but very complex series of job. I did for sorting papers for buyers and office. I did sorting papers for pre-shipment as well.

For this I have learnt about *Form 10 A, EXP, Insurance, Packing list, Commercial Invoice* and others.

3.9- Organization wide:

At the international business department of Biopharma Ltd., very few things were left that I didn't do. I have done almost every possible staffs which are equally important in every organization including pharmaceutical companies in dealing with foreign delegates. The international business department of Biopharma does many tasks. It starts its functions from a contract and ends up after the delivery the goods. In between, each and every task is operated and controlled by this department. In other sense, the international business department of Biopharma Ltd. does the exact jobs what a product marketing department does. I have experienced that the key difference is simply the market area of the departments.

The operation is not divided into any official sectors. The tasks are accommodated according to the efficiencies of the employees and it is enough for the organization. It does its job through some processes. These are described in a very short way:

1. Continuous Communication:

The first step for an international trade is to create a communication in order to go further operations. Both parties communicate and then engage into a contract.

2. Product Description:

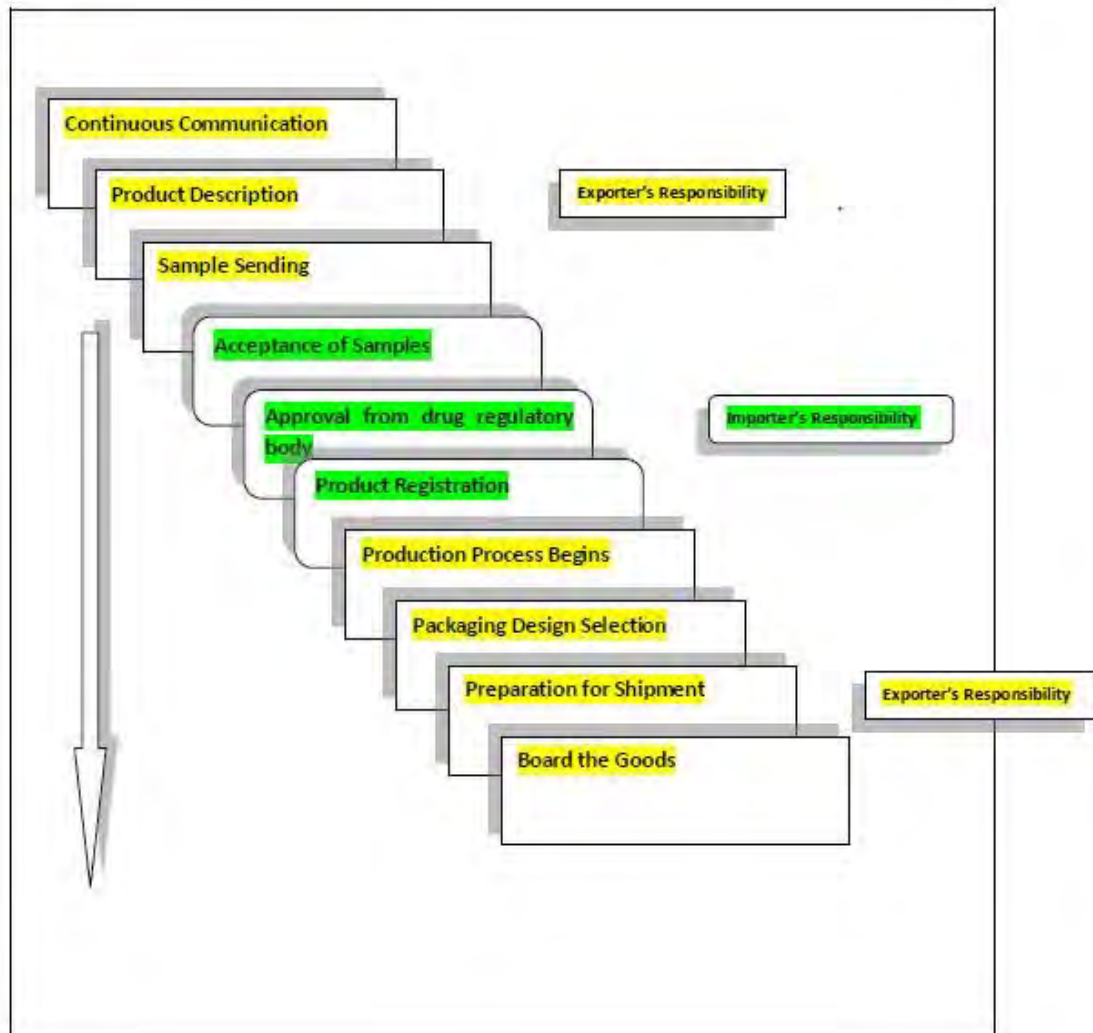
After establishing a regular communication process, Biopharma provides necessary information and sends the product description so that the buyer can select its necessary items.

3. Sample Sending:

After receiving the buyer's choice; Biopharma sends the sample of those goods for further processes. 22

4. Acceptance of the other party:

When the buyer receives the sample and confirms its satisfaction; it performs these steps



When the buyer finalizes the products that it wants to trade; it takes approval from the drug regulatory authority. If it does not have separate drug regulatory authority; it takes approval from the ministry of health.

6. Product Registration:

After the approval; the buyer goes for registration for the goods. Usually it takes two to three months to register the goods. When the registration process over; buyer informs it to Biopharma.

7. Start of the Production Process:

After the confirmation from the buyer; Biopharma starts the production procedure where it manages and updates all the functional activities and keep the buyer updated.

8. Packing Design Selection:

Packing design is a side-by-side task which is done on the basis of the interest of the buyer. The language, goods packing system everything are determined in here.

9. Preparation for Shipment:

Now all documents are collected and placed according to requirements. These things should be carefully handled because if anything goes wrong; it will affect the schedule of the shipment. So these things should be done so that company can avoid bad name.

10. Board Goods

This is the last step loading the goods for delivery to the buyer. At this stage company works with the post shipment documents.

CHAPTER- 4

Findings & Analysis

4.1. Observation at Biopharma Ltd.:

Every organization is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle. It is same with Biopharma Ltd. The followings will briefly introduce the internal and external forces that I have explored in the past 3 months.

4.2. SWOT Analysis of Biopharma Ltd.:

Strength:

Efficient and Experience Management Team: Biopharma Ltd. is operated by a bunch of very efficient and effective management team. They work very hard to take the company to its high peak.

Devotion to Work: The devotion of doing the best has always been seen among the employees of this department. They have made it possible to maintain such important department.

Marketing Performance: The global marketing performance is very good which is one of the most important tools for successful international business operations.

Learning Curve: It is obvious; to be successful business organization, experience matters a lot and in international negotiation it is a must. Biopharma is very efficient in this case.

Highly Efficient Employees: IBD of Biopharma is blessed with a team of highly efficient employees who work hard to keep their commitment with their organization and indeed the importers.

Available Cash on Hand: Biopharma is well aware about the importance of good relationships between its buyers. That is why, international business department has sanctioned with availability of cash to deal with the foreign parties.

Weakness:

Inadequate services: There are many services offered from Biopharma which are not adequate in all places. It affects the company severely due to dissatisfaction from the customers.

Low HR strength: The HR of Biopharma is not up-to-the-mark. There are many things that should be repaired. Due to the poor HR performance, employee activity gets slower and causes huge damages.

Increased Raw Materials: Prices of raw materials are increasing day by day which increases the product costs both in home and abroad and may prove to be a weakness.

Opportunity:

Good Global Market Reputation: Biopharma is growing a good reputation regarding the international relationship. This happens due to the brotherly relationships between the two parties.

Increasing Client Reliability: Biopharma has goodwill of good client reliability. That is the reason; buyers are always interested in doing business with Biopharma.

Bright Future for Expansion: The reason pharmaceutical industry is rising is its low cost. That is why; importing countries are always interested in importing goods from Bangladesh. In this regard, Biopharma may grab the opportunity through its present network.

Market Expansion: Biopharma is expanding business through increasing market for business rapidly and it is a good sign for making a bright possibility for a successful organization.

New Therapeutic Area: Biopharma has a good potential regarding new therapeutic area to increase its product lines and spread its market.

Threat:

Very Competitive Market: Pharmaceutical industry has become a very potential market in Bangladesh. That is why; more and more companies are coming in and that create the market more competitive.

Political Instability Affects The Operations: Like other organization, Biopharma also affected by the political instability. Due to political instability, it becomes very tough to deliver goods to its customers.

Competitors have More Product and Services: The competitors of Biopharma have more products than it and it is a big disadvantage. This may prove a big factor for market failure.

Increased Bargaining Power of the Suppliers: Bargaining power of suppliers is increasing in the case of Biopharma Ltd.

4.3. Problems Regarding Working Place:

There are some general problems which should be addressed to make the working place more positive and qualitative. In this purpose; separate working place is required the most. But in Biopharma; employees from different departments working together and that create chaos and unsound for doing jobs. Therefore, working area should be separated. There are also few employees who spend the working hour by doing nothing which should be identified, and take proper steps.

4.4. Academic Preparation

As a student of International Business working as an Intern in a Pharmaceutical Company was really very helpful to get familiar with the practical world

There was no major mismatch between assigned tasks and other operational functions of the company with the academic preparations or major.

It was relevant with the academic preparation to the present assignment and future job requirements of the company.

4.5. Relevance/Mismatch between Internship Program and Academic Preparation:

Any knowledge and skills that are need to be learnt in the university are relevant to the organization are also the future work professional. So it is very important for my future life.

In university, we learn only the academic mechanisms. But it is very difficult to implement those theories over the professional life. In professional life, we do things which are not always same as the theories. Things always changes and those have to be addressed according to the situations. Therefore, university should come forward regarding these issues. They should upgrade the existing educational curriculum. There should be coordination between academic and operational activities. Seminars and lectures, company visits can work very well in this regard and university authority has to come forward to helping in building a bright future for the students. From the very beginning I faced problems to adjust with the operational activities. I could not able to match my academic knowledge into professional career. But after few days, I became used to it. In this case, I would like to thank my colleagues who helped me so much.

4.6. Lessons Learned From the Internship Program

From my experience with Biopharma international business department, I have acquired many much valuable knowledge which helped me a lot to understand the international business activities. Through this internship program, I got a chance to observe almost all the business activities that take place in a foreign trade.

4.7. Implication to personal behavior:

Working in Biopharma Ltd. was a very excellent experience in my life. I have developed some behavioral attitudes while working there. Those are the followings:

4.8. Valuable Lesson

The internship program is the most valuable phase in my life. It is also a good job of my life. So it is very important in my life.

4.9. Knowledge

I also gather some knowledge about how a pharmaceutical company maintains good relations with its business partners, how they record their documents; how they manage their schedules and keep their commitments.

4.10. Time Management

During my internship I learnt how to be punctual. I was compelled to reach at office before entry time and had to maintain the time. And during my internship I had to manage the entire thing on time. So in future I think I can manage time for everything in my busy schedules.

4.11. Skills

My internship helps me a lot to improve my skills. I did different kind of jobs in the company. Sometimes I did several works at a time, so it helps to my working skills.

4.12. Corporate Behavior

For any kind of job, behavior is really very important. So I learnt behaving with other people of the organization. I learnt the formal behavior.

4.13. Confidence about Responsibilities

I feel more confident in dealing with different kinds of people as different people from different places come together and make a working place. So I believe, in future I will be more confident at job-place because of my internship.

4.14. Interpersonal Communication Development:

Communication is one of the most important skills in building a successful personality. Communication starts from the in-house communication. Through this internship, indeed I have developed the communication inter-personal skills.

4.15. Implications to Organization/Company

On the basis of previous observations and practical experiences of three months internship program, the following observations are found:

- Demand is increasing over the production both in home and abroad. Therefore, the company should increase its production facilities.
- The management should be more efficient.
- Latest technological facilities should be adopted.
- Professional preferences should be given more importance over personal preferences for a better company position.
- Knowledge on foreign language can play a good factor of these jobs as one need to communicate with foreign parties. In this case; being good at English is essential. Other languages especially French also has a good importance because there are some countries who want to communicate in their own official languages.
- The knowledge on the cultural festivals and norms of the buyer's is also important, as these elements has their own interest for people
- Promotional activities is seemed to be not enough
- Liquidity crisis should be addressed.

4.16. Implications to University's Internship Program

I have faced some things which were unfamiliar while working at Biopharma. During working with the shipping procedure, I observed the importance of incoterms which is used to divide transaction costs and responsibility between two parties. Therefore, I think it should be included into the “International Business Transactions and Enterprises”. The business etiquettes should be added into our course curriculum although we have a general knowledge about it. During working in Biopharma Ltd.; I have learnt some new things which are as follows:

4.17. Form 10 A:

Form 10 A is a document granted by the Directorate General of Drug Administration (DGDA) of Bangladesh which issues licenses for registering goods for export in abroad. It grants the quantity of the registered items and it has two years validity. In a Form 10 A, there are names and descriptions of goods, their packing size and quantity with which the calculation is done.

4.18. EXP Form:

Exp form is a document collected from the bank driven by the Bangladesh Bank. The main purpose of EXP form is to give judicial right to the business export. An EXP form. Contains the type of commodity, port and country of destination, quantity unit and volume, name of currency and amount of shipment, names and addresses of importer and exporter and some others.

4.19. Pro-forma Invoice:

A pro-forma invoice is a document that is sent to a buyer in certain circumstances- usually before all of the invoice details are known. It notes the kind and quantity of goods, their value and other important information regarding the goods. It is not a true invoice rather it is simply a document that declares the seller's commitment to provide the goods or services specified to the buyer at certain price. It is also be used to declare the value of goods for customs.

4.20. Agreement Terms:

There are many terms in agreement which should be known to any business student. These are the preambles, definition of the terms, who appointments whom, registration, protection for intellectual property, terms and condition for indemnification, force majeure to be considered, preservation for confidentiality, terms and termination, arbitration policy, language to be used for communication, payment type, marketing and distribution policy, governing laws and other clauses.

4.21. SWIFT:

Society for Worldwide Interbank Financial Telecommunication or SWIFT provides a network that enables a financial institution worldwide to send and receive information on financial institutions. It is a member owned cooperative through which the financial world conducts its business operations with speed, certainty and confidence. More than 10,500 banking organizations, securities institutions and corporate customers in 215 countries trust it every day to exchange the millions of standardize financial massages.

CHAPTER-5

RECOMMENDATION & CONCLUSION

5.1. Recommendation for Future Strategic Action:

I can suggest few recommendations for the future strategic action on the basis of working in Biopharma Ltd.

1. *More Employee Training Programs:* More professionalism makes more efficient human resource. That is why; Biopharma should conduct more and more training program so that they will be more professional and efficient to deal with any problematic situations.
2. *Monthly Seminars:* Biopharma should arrange monthly seminars or workshops as a medium of continuous interactions in order to building motivation among the employees. These seminars may make the owner and worker closer and create a strong bonding of trust.
3. *Knowledge over Foreign Culture:* International business supposed to be working with international parties and different countries have different norms and believe. Therefore, it is very important to understand the importance of knowing their culture and traditions.
4. *Cross-cultural Communication:* Training on cross-cultural communications should be provided for increasing professional skills.
5. *Flexible functional policies:* More flexible functional policies are needed to match the changing environment of the industry.
6. *Emphasis on Foreign Language:* Another important factor is the knowledge about foreign languages. For this purpose, learning English is a must. However, knowing French or Russian or Chinese would not be a waste of time. Language is not only for communication; it is a part of showing respect towards others cultures and togetherness. That is why language is given importance for making newer bonding.
7. *Patent Right:* Patent right protection is mandatory to do business.
8. *Search for cost effectiveness:* Looking for cost effective sources of raw materials to bring down the production cost.

5.2. Conclusion

The pharmaceutical industry in Bangladesh is gifted with unparalleled potential to grow in the days ahead as it enjoys a number of competitive advantages. After the end of the report, I have learnt many things about the international business dealings. The International Business Department of Biopharma Ltd. indeed a good example for international business operations for a pharmaceutical company. I have associated with many tasks regarding different shipments through making CO; documentations for the buyers, bank or office copies. Those were very nice and interesting tasks that I had experienced while working at Biopharma International Business Department. Every working day, from 9am to 5pm I enjoyed every single moment. I was so used to it that I could not even think about absence from my working desk.

Chapter- 6

Reference:

6.1. Bibliography:

1. Agreements copies
2. E-mail records
3. Office records of export goods

6.2. Contact Person:

1. Mr. Mamtaz Uddin
Assistant Manager,
International Business Department, Biopharma Head office
2. Mr. Abdullah Al Fahad Buhiyan
Executive,
International Business Department, Biopharma Head office

6.3. Web-sites:

www.wikipedia.com
www.businessdictionary.com
www.coo.org.bd
www.hunts.com
www.swift.com

6.4 Appendices:

1. Export sales analysis

